



## DECLARATION OF INVENTORS

As the below named inventors, we hereby declare that:

Our residence, post office address and citizenship are as stated below next to our names.

The below name inventors are the sole inventors of the subject matter which is claimed and for which a patent is sought on the invention entitled: SYSTEM AND METHOD FOR NETWORK-BASED AUTOMATION OF ADVICE AND SELECTION OF OBJECTS.

the specification of which (check only one item below):

☐ is attached hereto.

☒ was filed as United States Application  
Serial No. 09/862,978 on May 22, 2001.  
and was amended on \_\_\_\_\_ (if applicable).

We hereby state that we have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

We acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a).

We hereby claim foreign priority benefits under Title 35, United States Code, §119 of any foreign application(s) for patent or inventor's certificate or of any PCT international application(s) designating at least one country other than the United States of America listed below and have also identified below any foreign application(s) for patent or inventor's certificate or any PCT international application(s) designating at least one country other than the United States of America filed by us on the same subject matter having a filing date before that of the application(s) on which priority is claimed:

PRIOR FOREIGN/PCT APPLICATION(S) AND ANY PRIORITY CLAIMS UNDER 35 U.S.C. 119:			
Country (If PCT, indicate PCT)	Application Number	Date Filed	Priority Claimed (Yes/No)

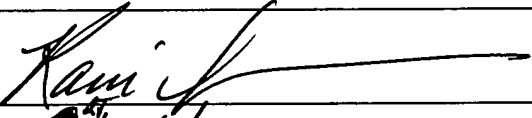
We hereby claim the benefit under Title 35, United States Code, §120 of any United States application(s) or PCT international application(s) designating the United States of America that listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in that/those prior application(s) in the manner provided by the first paragraph of Title 35, United States Code, §112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56(a) which occurred between the filing date of the prior application(s) and the national or PCT international filing date of this application:

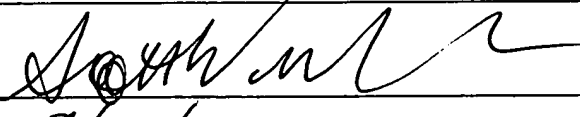
PRIOR U.S. APPLICATIONS OR PCT INTERNATIONAL APPLICATIONS DESIGNATING THE U.S. FOR BENEFIT UNDER 35 U.S.C. 120:					
U.S. APPLICATIONS			STATUS (check one)		
U.S. APPLICATION NUMBER	U.S. FILING DATE		PATENTED	PENDING	ABANDONED
PCT APPLICATIONS DESIGNATING THE U.S.					
PCT APPLICATION NO.	PCT FILING DATE	U.S. SERIAL NUMBERS ASSIGNED (if any)			

We hereby claim the benefit under 35 U.S.C. §119(e) of any United States provisional application(s) below.

Provisional Application No.	Filing Date
60/206,122	May 22, 2000

We hereby declare that all statements made of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

1 <sup>st</sup> Inventor's Full Name:	Rani Johnson
Inventor's Signature:	
Date:	7/14/01
Residence: (City, State and/or country)	Palo Alto, California
Citizenship:	United States
Post Office Address:	1090 Tanland Drive, #104, Palo Alto California 94303

2 <sup>nd</sup> Inventor's Full Name:	Scott Van Valkenburgh
Inventor's Signature:	
Date:	7/14/01
Residence: (City, State and/or country)	San Francisco, California
Citizenship:	United States
Post Office Address:	564 37 <sup>th</sup> Avenue, San Francisco, California 94121

3 <sup>rd</sup> Inventor's Full Name:	Anatoly Pekelny
Inventor's Signature:	<i>Anatoly Pekelny</i>
Date:	<i>09/12/01</i>
Residence: (City, State and/or country)	Redwood City, California
Citizenship:	United States
Post Office Address:	1459 Gordon St. #G5, Redwood City, CA 94061

# ASSIGNMENT

WHEREAS, Rani Johnson, Scott Van Valkenburgh and Anatoly Pekelny made certain inventions or discoveries (or both) set forth in an Application for Letters Patent of the United States of America entitled SYSTEM AND METHOD FOR NETWORK-BASED AUTOMATION OF ADVICE AND SELECTION OF OBJECTS.

   as filed herewith  
  X   as filed on   May 22, 2001   as Serial No.                                 .

WHEREAS, Guide2Style, a corporation of the state of California, 1090 Tanland Drive, Suite 104, Palo Alto, California 94303 and who, together with its successors and assigns is hereinafter called "Assignee", is desirous of acquiring the entire right, title and interest together with the benefits and privileges hereinafter recited;

NOW, THEREFORE, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservation;

1. Assign, transfer and convey to Assignee the entire right, title and interest together with the benefits and privileges in and to said inventions and discoveries, said Application for Letters Patent or similar forms of protection of the United States of America, and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said application, and any and all Letters Patent, reissues and extensions of Letters Patent or similar forms of protection granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;

2. Authorize Assignee to file patent applications in any or all countries or groups of countries on any or all of said inventions and discoveries in our name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or any other relevant convention or treaty or otherwise;

3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title and interest therein, or otherwise as Assignee may direct;

4. Warrant that we have not knowingly conveyed to others any rights in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to Assignee without encumbrance;

5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonable serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives and assigns if this assignment had not

*9/14/2001*  
*2 in 1*  
*valley*  
*Att. C. Cal. Form 1189 K*  
*9/14/2001*

been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in our control or in the control of our heirs, legal representatives or assigns which may be useful for establishing any facts of our conceptions, disclosures, and reduction to practice of said inventions or discoveries.

IN WITNESS WHEREOF:

Rani Johnson  
Rani Johnson

Dated: 9/14/01

STATE OF CALIFORNIA )  
COUNTY OF San Mateo ) ss.

On 9/14/2001 before me, IRAJ SHAHROK, Notary Public, personally appeared Rani Johnson personally known or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that ~~he~~/she executed the same in ~~his~~/her authorized capacity and that by ~~his~~/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

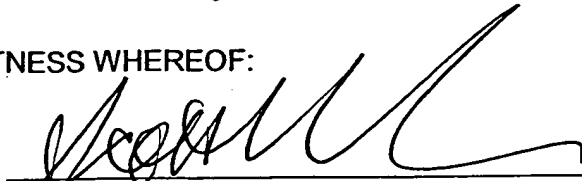
Witness my hand and official seal.

Iraj Shahrok  
Notary Public by 9.15.2003



9/14/2001  
Iraj Shahrok  
Notary

IN WITNESS WHEREOF:

  
 Scott Van Valkenburgh

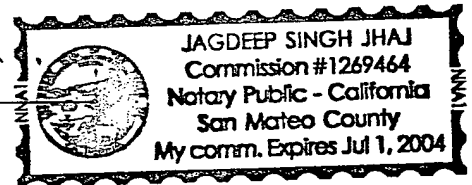
Dated: 9/12/01

STATE OF CALIFORNIA )  
 ) ss.  
 COUNTY OF San Mateo )

On Sept. 12, 2001 before me, "Jagdeep Singh Jhaj", Notary Public, personally appeared Scott Van Valkenburgh personally known or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

  
 Notary Public



IN WITNESS WHEREOF:

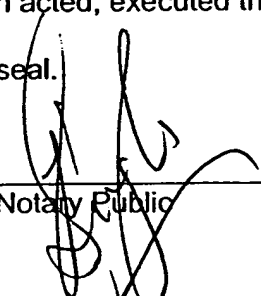
  
 Anatoly Pekelny

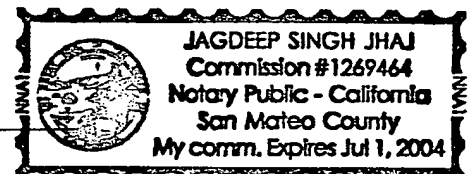
Dated: 09/12/01

STATE OF CALIFORNIA )  
 ) ss.  
 COUNTY OF San Mateo )

On Sept 12, 2001 before me, "Jagdeep Singh Jhaj", Notary Public, personally appeared Anatoly Pekelny personally known or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

  
 Notary Public



## ASSIGNMENT

WHEREAS, Rani Johnson, Scott Van Valkenburgh and Anatoly Pekelny made certain inventions or discoveries (or both) set forth in an Application for Letters Patent of the United States of America entitled SYSTEM AND METHOD FOR NETWORK-BASED AUTOMATION OF ADVICE AND SELECTION OF OBJECTS.

\_\_\_ as filed herewith  
X as filed on May 22, 2001 as Serial No. \_\_\_\_\_.

WHEREAS, Guide2Style, a corporation of the state of California, 1090 Tanland Drive, Suite 104, Palo Alto, California 94303 and who, together with its successors and assigns is hereinafter called "Assignee", is desirous of acquiring the entire right, title and interest together with the benefits and privileges hereinafter recited;

NOW, THEREFORE, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservation;

1. Assign, transfer and convey to Assignee the entire right, title and interest together with the benefits and privileges in and to said inventions and discoveries, said Application for Letters Patent or similar forms of protection of the United States of America, and all other applications for Letters Patent on said inventions and discoveries in whatsoever countries, including all divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said application, and any and all Letters Patent, reissues and extensions of Letters Patent or similar forms of protection granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;

2. Authorize Assignee to file patent applications in any or all countries or groups of countries on any or all of said inventions and discoveries in our name or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or any other relevant convention or treaty or otherwise;

3. Authorize and request the Commissioner of Patents and Trademarks of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patent to Assignee, as assignee of the entire right, title and interest therein, or otherwise as Assignee may direct;

4. Warrant that we have not knowingly conveyed to others any rights in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to Assignee without encumbrance;

5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonable serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and



IN WITNESS WHEREOF:

[Signature]  
Scott Van Valkenburgh

Dated: 9/17/01

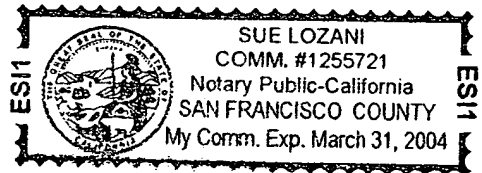
STATE OF CALIFORNIA )

COUNTY OF San Francisco ) ss. Co

On September 17, 2001 before me, Sue Lozani, Notary Public, personally appeared Scott Van Valkenburgh personally known or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/~~she~~ executed the same in his/~~her~~ authorized capacity and that by his/~~her~~ signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

[Signature]  
Notary Public



IN WITNESS WHEREOF:

\_\_\_\_\_  
Anatoly Pekelny

Dated: \_\_\_\_\_

STATE OF CALIFORNIA )

COUNTY OF \_\_\_\_\_ ) ss. \_\_\_\_\_ )

On \_\_\_\_\_ before me, \_\_\_\_\_, Notary Public, personally appeared Anatoly Pekelny personally known or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

\_\_\_\_\_  
Notary Public

enjoyed by us, our heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all documents, photographs, models, samples and other physical exhibits in our control or in the control of our heirs, legal representatives or assigns which may be useful for establishing any facts of our conceptions, disclosures, and reduction to practice of said inventions or discoveries.

IN WITNESS WHEREOF:

Dated: \_\_\_\_\_

\_\_\_\_\_  
Rani Johnson

STATE OF CALIFORNIA     )  
  ) ss.  
COUNTY OF                     )

On \_\_\_\_\_ before me, \_\_\_\_\_, Notary Public, personally appeared Rani Johnson personally known or proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

\_\_\_\_\_  
Notary Public